

# BULL'S EYE of PERFECTION

SHEAFFER'S  
MOUNTAIN PEN

THE NEW  
FAVORITE

Sold on  
30-Day Trial

Manufactured by  
W.A. SHEAFFER & CO.  
MONTICELLO, N.Y.

## Fountain Pen Perfection

HAS BEEN EMBODIED BY SHEAFFER IN HIS

Self-Filling

Self-Cleaning

Non-Leakable

GUARANTEED PEN

**SHEAFFER'S**  
FOUNTAIN PEN

### "THE NEW FAVORITE"

SHEAFFER'S Self-Filling Fountain Pen, the final result of many years experimenting, is the only pen on the market to-day that overcomes every objection of fountain pen users. The "Lever Filler" is the most simple of any filling device yet designed—A small lever sunk in the barrel—so simple it can be easily operated by a one arm writer or with one hand by anyone. Hold the pen between thumb and second finger, catch upper end of lever under nail of first finger, pull down lever, dip in ink, release lever and the pen is filled.

Only two seconds time required and the pen writes instantly. No shaking or coaxing to make it write. The operation of filling, which draws the ink up through the feed channels cleans the pen thoroughly each time.

### NON-LEAKABLE

Owing to the peculiar construction, of the screw cap, the SHEAFFER Self-Filling Pen may be carried in any position with absolutely no danger of ink leaking.

Right side up or upside down, it's all the same. The "Lever Filler" cannot be operated by accident. But when you want to fill your pen there are no screws to turn—nothing to unlock—just pull down the lever. The pen fills completely every time the lever is operated, and does not depend on the ingenuity of the user.

This filling device is so cleverly constructed that it is practically invisible. No humps, rings, screws or buttons to bother with, or to mar the beauty of the pen. There is no forgetting to close the lever. It must be closed to get ink. No chance for accidents, inky fingers, or spoiled temper.

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FOUNTAIN PEN

THE fountain pen is now recognized as one of the necessities of modern life. Therefore it needs no words of praise from us to increase its favor. It has come to be as natural and important for the student, business and professional man to carry his fountain pen, as it is important and natural for the mechanic to carry his tools.

The Self-Filling pen has replaced the old style (fill with a dropper) in the same manner that the dropper filler replaced the steel pen, and the steel pen the goose quill.

In this world of rapid progress it was inevitable that some one would invent an improved and more perfect Self-Filling Fountain Pen, than the pen which replaced the dropper filler. Following the inevitable law of the survival of the fittest, when the new and better article comes along the old is pushed aside and becomes a thing of the past.

SHEAFFER'S Self-Filling Pen is the result of many years of study and experimenting on the part of the inventor, Mr. W. A. SHEAFFER. The men associated with him in the manufacture of this pen have had abundant experience in the fountain pen business. The SHEAFFER pen has been perfected to such an extent that to-day it has no rival worthy of the name as it stands head and shoulders above its nearest competitor.

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### WRITING QUALITIES

The best thing about the SHEAFFER Self-Filling Pen from the user's standpoint is the ease with which it writes. You never have to jerk or coax the SHEAFFER Pen to write; it is always ready. Writes the instant you touch it to the paper. You can write fast or slow, forward or back hand and always there will be the steady, even flow of ink, which has won for the SHEAFFER its exalted position among fountain pens. The Air Chamber between the ink reservoir and the inside of the barrel keeps the SHEAFFER from sweating or dropping ink.

The Screw Cap with its air tight chamber keeps the pen point always moist and free from corrosion.

Nothing has been overlooked to make the SHEAFFER the most perfect and convenient pen possible to produce.

The best materials money can buy and an army of the most skilled workmen of the craft insure the SHEAFFER Self-Filling Pen to be perfect in every detail and the acme of fountain pen manufacturing.

### SECTIONAL VIEWS OF SHEAFFER'S SELF-FILLING FOUNTAIN PEN.

View No. 1 shows elastic ink reservoir filled and "Lever Filler" closed. Also shows pen point in air tight chamber in cap. Notice how the end of the feed section fits tightly against the shoulder of cap forming the air tight chamber. This makes it impossible for the SHEAFFER Pen to leak, no matter in what position you may carry it. View No. 2 Shows "Lever Filler" open and elastic ink reservoir compressed ready for filling.

The cleaning and filling principles of the SHEAFFER Self-Filling Pen are most simple. Inside the barrel is the elastic ink reservoir made of soft rubber (View No. 1). To fill the SHEAFFER Pen, it is only necessary to pull down the "Lever Filler" as shown in View No. 2 compressing the elastic ink reservoir, then dip pen in ink, release lever, and it is filled instantly. The simple filling operation also cleans the pen automatically each time it is filled and you have no trouble with your pen becoming clogged up. If it is sometime necessary to give the pen a thorough cleaning on account of having poor ink or changing color of ink,

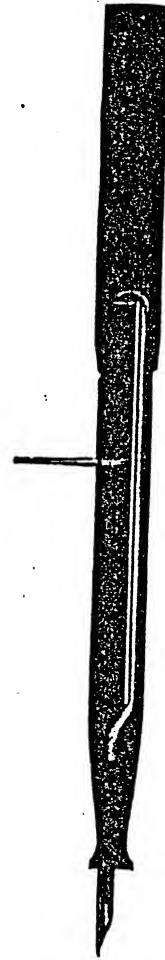
**SHEAFFER'S**  
SELF-FILLING  
FOUNTAIN PEN

cold water may be drawn in and discharged in the same manner as the ink. However if good writing fluid is used, the SHEAFFER Pen seldom needs cleaning.

You will notice in sectional view No. 2 that when the "Lever Filler" is opened, the ink reservoir is completely compressed, insuring the pen being filled to full capacity each time. In other Self-Filling pens the ink reservoir is not always compressed, as on account of their construction, whether the pen is filled completely or not depends entirely upon the ingenuity of the user.

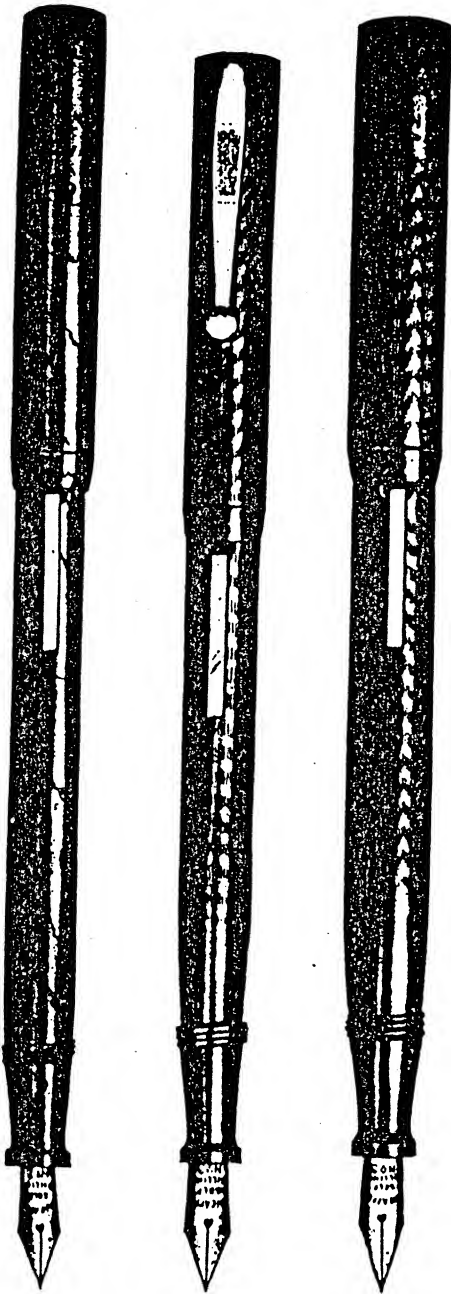


Sectional  
View No. 1



Sectional  
View No. 2

SHEEPP'S  
FOUNTAIN PEN



No. 2  
\$2.50  
Size

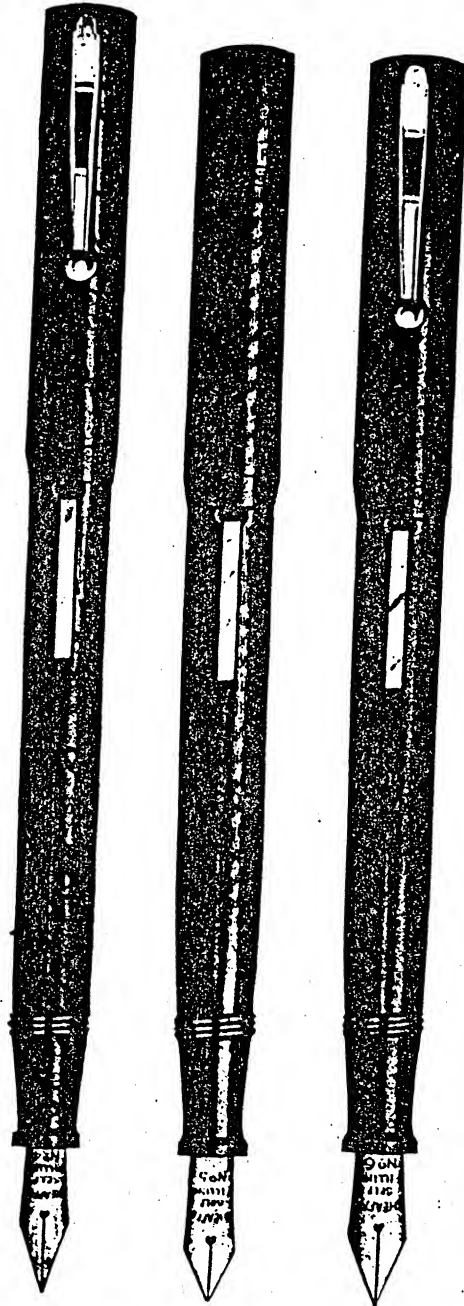
No. 3  
\$3.00  
Size

No. 84  
\$3.50  
Size

(Illustrations actual size)

Made in chased, plain black and mottled holders

SHEEPP'S  
FOUNTAIN PEN



No. 4  
\$4.00  
Size

No. 5  
\$5.00  
Size

No. 6  
\$6.00  
Size

(Illustrations actual size)

Made in chased, plain black and mottled holders

**SHELEER'S**  
SELF-FILLING  
**FOUNTAIN PEN**



No. 2S  
 \$2.50  
 Size



No. 3S  
 \$3.00  
 Size



No. 4S  
 \$4.00  
 Size

Short Vest Pocket and Lady's Hand-bag Size

(Illustrations actual size)

Made in chased, plain black and mottled holders

**SHELEER'S**  
SELF-FILLING  
**FOUNTAIN PEN**

(Illustrations actual size)



No. 31  
 \$4.00  
 Size

Same size barrel  
 with No. 2 pen is  
 No. 218-\$3.50  
 size. No. 21-\$3.50  
 size.

No. 31S  
 \$4.00  
 Size

Same size barrel  
 with No. 2 pen is  
 No. 218-\$3.50 size;  
 No. 4 pen is 418-  
 \$4.00 size.



No. 41-\$5.00  
 Size

Same size barrel  
 with No. 3 pen is  
 No. 341-\$4.50 size;  
 5 pen is No. 51-  
 \$4.00 size; 6 pen is  
 No. 61-\$7.00 size.

These pens have one-half inch gold-filled band on cap,  
 in either Roman, plain or engraved. Can also be had  
 with Solid Gold band at an advance of \$3.00 over filled bands.

**SHEELEEER'S**  
SELF-FILLING  
**FOUNTAIN PEN**



**No. 35**  
 Has No. 3 Pen  
 \$12.00  
 Size  
 18-K gold filled  
 engraved  
 holder

**No. 356**  
 Same as above  
 14-K solid gold  
 holder, fine  
 hand engraved  
 \$55.00



**No. 36**  
 Has No. 3 Pen  
 \$9.00  
 Size  
 18-K gold filled  
 plain bright  
 holder

**No. 366**  
 Same as above  
 14-K solid gold  
 holder  
 \$35.00



**No. 37**  
 Has No. 3 Pen  
 \$8.00  
 Size  
 18-K gold filled  
 all-gree  
 holder

**SHEELEEER'S**  
SELF-FILLING  
**FOUNTAIN PEN**



**No. 35S**  
 Has No. 3 Pen  
 \$12.00  
 Size  
 18-K gold filled  
 engraved  
 holder



**No. 36S**  
 Has No. 3 Pen  
 \$9.00  
 Size  
 18-K gold filled  
 plain bright  
 holder



**No. 37S**  
 Has No. 3 Pen  
 \$8.00  
 Size  
 18-K gold filled  
 all-gree  
 holder

**SHEAFFER'S**  
NEW FILLING  
FOUNTAIN PEN

### SHEAFFER'S POCKET CLIP.

Attached to Any Sheaffer Pen, Metal 25c;  
Gold Filled, \$1.00; Solid Gold, \$2.00.



The SHEAFFER Pocket Clip completes the SHEAFFER pen in every detail. It is fastened at the top of cap with two arms extending through to the inside of cap and there being securely fastened, the end of the clip rests on a strong coil spring which fits in a pocket running straight across inside of the cap. This gives the SHEAFFER Clip the elastic and holding power necessary, and still makes it possible to attach to the pocket with one hand. It is fastened to the cap in such a manner as to not interfere with the air tight chamber or non-leakable feature of the pen.

This makes it the only attached clip to a Self-Filling, Non-Leakable Pen on the market.

### OUR GOLD PENS.

The gold pens used in the SHEAFFER Self-Filling Pen are as good as can possibly be produced. We use 14K gold which is hand tempered and finished by the most skilled workmen to be found. Every variety of points can be had; in fact if you have a pen point that you are fond of, send it to us and we will make you an exact duplicate. Our gold nibs are pointed with the best grade of hard iridium. This metal comes from the Ural Mountains, of Russia and should not be compared with soft iridium used by most pen manufacturers.

**SHEAFFER'S**  
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FOUNTAIN PEN

### DIRECTIONS TO USERS OF SHEAFFER'S SELF-FILLING PEN.

**When Filling**—The first time, fill and expel the ink several times, so ink will adhere to pen point.

**To Fill**—Raise Lever until it is at right angles with barrel. Submerge gold pen and end of holder in ink. Close lever allowing pen to remain in ink for a few seconds until elastic ink reservoir has fully expanded.

**To Clean**—Place gold pen and end of holder in cold water, working lever back and forth several times.

**Cap**—Cap must be screwed on firmly to insure against leaking; always keep cap on pen when not in use.

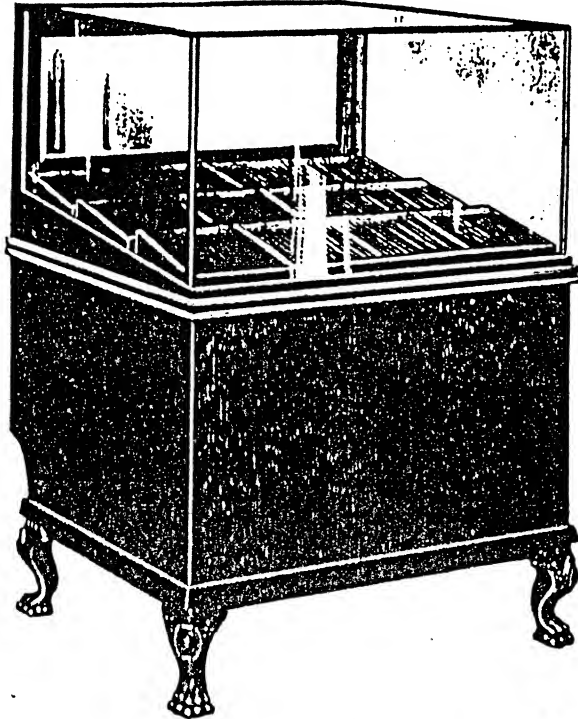
**Ink**—Avoid muddy and Gummy Ink, special fountain-pen ink is best.

**CAUTION**—This pen is put together and adjusted by fountain-pen experts, and will not give satisfaction if taken apart or altered in any way.

A pen should be used several days, giving it a chance to get thoroughly wet. If it fails to write properly, after a fair trial, take it to the nearest SHEAFFER DEALER or mail it to us. We want every user of a SHEAFFER SELF-FILLING PEN, to be thoroughly satisfied.

W. A. SHEAFFER PEN COMPANY  
FORT MADISON, IOWA, U. S. A.

**SHEAFFER'S**  
SELF-OPENING  
**FOUNTAIN PEN**



**FRONT VIEW OF 12-DOZEN FLOOR CASE.**  
 Made also in 18, 24 and 36-Dozen Sizes.

**SHEAFFER DISPLAY CASES.**

The above is a photographic reproduction (front view) of the SHEAFFER 12-doz. floor case.

This case is built to show our pens to the best possible advantage, also with a view of enabling you to handle your fountain pen department in a convenient and profitable manner.

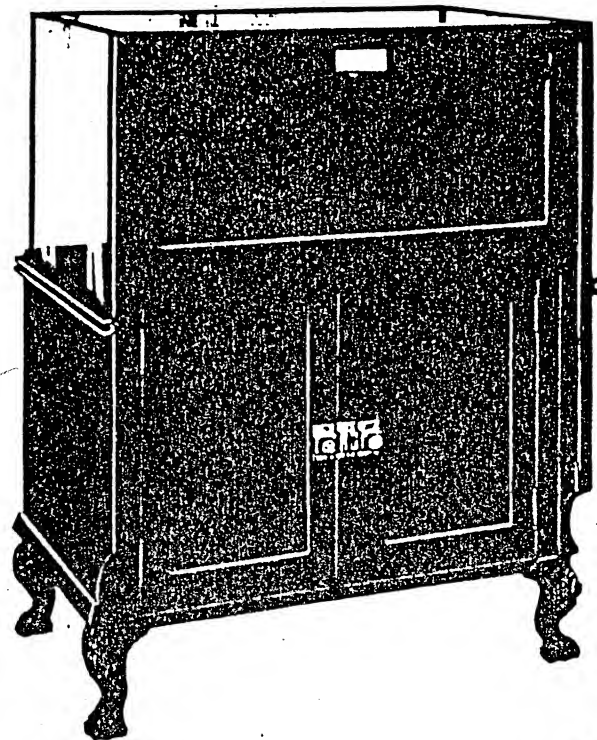
The case shown is in Golden Oak finish. However, we will furnish these cases in any finish desired, to match store fixtures.

The fronts of these cases are finished in plain panel with an ebony inlaid border. The back has a jeweler's mirror sliding drop door which allows dealer to handle his stock with perfect ease.

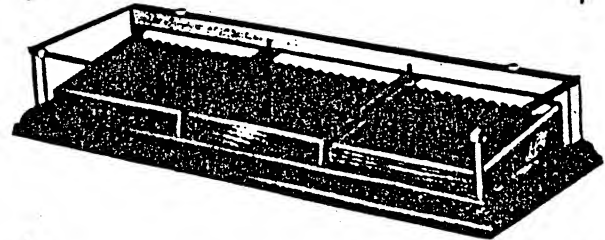
The lower part of the case is designed to hold surplus stock, advertising matter and supplies. **THE GLASS USED IN THESE CASES IS HEAVY PLATE GLASS WITH POLISHED EDGE. IT IS PUT TOGETHER WITH CLAMPS AND FELT WHICH MAKES IT AN ABSOLUTELY DUST PROOF CASE.** The case stands on heavy solid bronze legs, six inches from the floor, making it a thoroughly sanitary case.

Taken altogether the SHEAFFER Floor Case is the finest looking and most substantial of any show case ever built for displaying fountain pens.

**SHEAFFER'S**  
SELF-OPENING  
**FOUNTAIN PEN**



**Back View of 12-Dozen Floor Case.**



**Three-Dozen Counter Display Case.**  
 Also made in Two, Four and Six-Dozen Sizes.  
 Any Finish Desired.





### Price List of Parts and Repairs

For Sheaffer Self-Filling Pens.

When a new Gold Pen or any repairs are needed, send complete PEN, so new and old parts will fit perfectly.

Always mark your name and address and street number plainly on package. We will return package the same way it is received, unless otherwise instructed. If you desire package RETURNED BY REGISTERED MAIL, enclose additional STAMPS for same. WE WILL NOT BE RESPONSIBLE FOR PACKAGE SENT IN OPEN MAIL.

Empty out ink before mailing. Always send cash for repairs, which must include return postage.

Catalogue No.	FEED BAR	PEN SECT'M	CAP	BARREL	LEVER	METAL BAR	END PIECE	Ink Reser.	Allowance Old Pens on New		GOLD PENS	
									No.	Each	No.	Each
2 and 3	.30	.40	.30	.75	.30	.20	.10	.15	2	.20	2	1.00
4, 5 and 6	.35	.50	.40	1.40	.30	.20	.10	.15	3	.30	3	1.25
8	.40	.60	.50	1.85	.30	.20	.10	.15	4	.40	4	1.50
21 and 31	.30	.40	1.30	.75	.30	.20	.10	.15	5	.50	5	2.00
41, 51 and 61	.35	.50	1.40	1.40	.30	.20	.10	.15	6	.60	6	2.65
81	.40	.60	1.50	1.85	.30	.20	.10	.15	8	.80	8	4.00
34	.30	.50	.40	1.40	.30	.20	.10	.15				
341	.30	.50	1.40	1.40	.30	.20	.10	.15				

W. A. Sheaffer Pen Company, Fort Madison, Iowa, U. S. A.

**GOLD PENS** Repointed or straightened for 50 cents each. Repointed pens are not warranted to wear well nor to have same quality of point, as new pens. Pens smaller than No. 4 are seldom worth repointing.